

Epilepsy Ireland patron Rick O'Shea (centre) with Sarah Martin of Concern Worldwide and John Logue of Suas at the IAPI launch



Creatives go for gold supporting charities

THE representative body for Irish advertising agencies has named three charities to benefit from this year's Cannes Young Lions competition, which helps up-and-coming creative and media professionals.

Concern Worldwide, Epilepsy Ireland, Suas and CheckTheRegister.ie are the chosen charities, and will each have creative campaigns developed for them as part of the entry process for the Irish heat of the contest.

"This is a huge campaign," said Tania Banotti, of the Institute of Advertising Practitioners in Ireland (IAPI).

"Not just for our young creatives who get to showcase their talents but for our charities who benefit from free campaigns propelling them into the public sphere across our media platforms."